



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

<u>Contract / Revision</u>	<u>Alt Order #</u>
564575 /	07893543
<u>Product</u>	
OBAMA/P/D SKED A	
<u>Contract Dates</u>	<u>Estimate #</u>
08/07/12 - 08/13/12	//1522
<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	08/21/12 / 08/21/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WTKR	Jamie Andrus
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
8020	
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
1 3	08/07/12	08/12/12	Let's Make A Deal	9am	9-10am		:30			NM	4 \$1,080.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 08/06/12	08/12/12	-TWTF--						4	\$270.00		
2 3	08/07/12	08/12/12	Price Is Right		11am-12n		:30			NM	5 \$2,075.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 08/06/12	08/12/12	-TWTF--						5	\$415.00		
3 3	08/13/12	08/13/12	Let's Make A Deal	9am	9-10am		:30			NM	1 \$270.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 08/13/12	08/19/12	M-----						1	\$270.00		
4 3	08/13/12	08/13/12	Price Is Right		11am-12n		:30			NM	2 \$830.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 08/13/12	08/19/12	M-----						2	\$415.00		
5 3	08/07/12	08/10/12	Newschannel 3 News		12n-1230pm		:30			NM	4 \$1,180.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 08/06/12	08/12/12	-TWTF--						4	\$295.00		
6 3	08/13/12	08/13/12	Newschannel 3 News		12n-1230pm		:30			NM	1 \$295.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 08/13/12	08/19/12	M-----						1	\$295.00		
7 3	08/07/12	08/10/12	CBS Daytime		1228-3pm		:30			NM	4 \$1,180.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 08/06/12	08/12/12	-TWTF--						4	\$295.00		
8 3	08/13/12	08/13/12	CBS Daytime		1228-3pm		:30			NM	1 \$295.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 08/13/12	08/19/12	M-----						1	\$295.00		
9 3	08/07/12	08/10/12	Ellen Degeneres	3pm	3-4pm		:30			NM	8 \$1,600.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 08/06/12	08/12/12	-TWTF--						8	\$200.00		
10 3	08/13/12	08/13/12	Ellen Degeneres	3pm	3-4pm		:30			NM	2 \$400.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 08/13/12	08/19/12	M-----						2	\$200.00		
11 3	08/07/12	08/10/12	NewsChannel 3 News		5-6am		:30			NM	4 \$480.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 08/06/12	08/12/12	-TWTF--						4	\$120.00		

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Contract / Revision 564575 /	Alt Order # 07893543
Contract Dates 08/07/12 - 08/13/12	Product OBAMA/P/D SKED A
Advertiser Obama/D/President	Original Date / Revision 08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
											Amount
12 3	8	08/13/12	08/13/12	NewsChannel 3 News	5-6am		:30			NM	1 \$120.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/13/12	08/19/12	M-----				1	\$120.00		
13 3	8	08/07/12	08/10/12	Newschannel 3 News	6-7am		:30			NM	6 \$1,110.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/06/12	08/12/12	-TWTF--				6	\$185.00		
14 3	8	08/13/12	08/13/12	Newschannel 3 News	6-7am		:30			NM	2 \$370.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/13/12	08/19/12	M-----				2	\$185.00		
15 3	8	08/07/12	08/10/12	CBS This Morning	7-9a		:30			NM	8 \$1,120.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/06/12	08/12/12	-TWTF--				8	\$140.00		
16 3	8	08/13/12	08/13/12	CBS This Morning	7-9a		:30			NM	2 \$280.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/13/12	08/19/12	M-----				2	\$140.00		
17 3	8	08/11/12	08/11/12	Early Show Saturday	9-11am		:30			NM	1 \$100.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/06/12	08/12/12	-----S-				1	\$100.00		
18 3	8	08/12/12	08/12/12	CBS Sunday Morning	9-1030am		:30			NM	1 \$280.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/06/12	08/12/12	-----S				1	\$280.00		
19 3	8	08/12/12	08/12/12	Face the Nation	1030-11am		:30			NM	1 \$345.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/06/12	08/12/12	-----S				1	\$345.00		
20 3	8	08/07/12	08/12/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4 \$800.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/06/12	08/12/12	-TWTF--				4	\$200.00		
21 3	8	08/13/12	08/13/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1 \$200.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/13/12	08/19/12	M-----				1	\$200.00		
22 3	8	08/07/12	08/12/12	Newschannel 3 News	5-530pm		:30			NM	4 \$1,320.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/06/12	08/12/12	-TWTF--				4	\$330.00		
23 3	8	08/13/12	08/13/12	Newschannel 3 News	5-530pm		:30			NM	1 \$330.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/13/12	08/19/12	M-----				1	\$330.00		
24 3	8	08/07/12	08/12/12	Newschannel 3 News	530-6pm		:30			NM	4 \$1,240.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/06/12	08/12/12	-TWTF--				4	\$310.00		
25 3	8	08/13/12	08/13/12	Newschannel 3 News	530-6pm		:30			NM	1 \$310.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/13/12	08/19/12	M-----				1	\$310.00		
26 3	8	08/07/12	08/12/12	Newschannel 3 News	6-630pm		:30			NM	4 \$1,940.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/06/12	08/12/12	-TWTF--				4	\$485.00		
27 3	8	08/13/12	08/13/12	Newschannel 3 News	6-630pm		:30			NM	1 \$485.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		08/13/12	08/19/12	M-----				1	\$485.00		
28 3	8	08/11/12	08/11/12	Newschannel 3 News	6-630pm		:30			NM	0 \$0.00

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08/07/12 - 08/13/12	OBAMA/P/D SKED A	//1522

Advertiser	Original Date / Revision
Obama/D/President	08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays							Amount
Week: 08/06/12		08/12/12		-----S-				1	\$120.00		
Spot	Ch	Date Range		Description							
1	3	08/06/12-08/12/12		Newschannel 3 News							
<i>Credited</i>					Start/End Time	Weekdays	Length				
					6-630pm	-----Sa--	:30				
E	29	3	08/12/12	08/12/12	Newschannel 3 News						
Start Date	End Date	Weekdays		Spots/Week	Rate						
Week: 08/06/12	08/12/12	-----S		1	\$140.00						
Spot	Ch	Date Range		Description							
1	3	08/06/12-08/12/12		Newschannel 3 News							
<i>Credited</i>					Start/End Time	Weekdays	Length				
					630-7pm	-----Sl	:30				
30	3	08/07/12	08/10/12	Late Night with David Letterman	1135pm-1237am						
Start Date	End Date	Weekdays		Spots/Week	Rate						
Week: 08/06/12	08/12/12	-TWTF--		4	\$165.00						
31	3	08/13/12	08/13/12	Late Night with David Letterman	1135pm-1237am						
Start Date	End Date	Weekdays		Spots/Week	Rate						
Week: 08/13/12	08/19/12	M-----		1	\$165.00						
32	3	08/07/12	08/10/12	Late News (M-F)	11-1135p						
Start Date	End Date	Weekdays		Spots/Week	Rate						
Week: 08/06/12	08/12/12	-TWTF--		4	\$540.00						
33	3	08/13/12	08/13/12	Late News (M-F)	11-1135p						
Start Date	End Date	Weekdays		Spots/Week	Rate						
Week: 08/13/12	08/19/12	M-----		1	\$540.00						
34	3	08/11/12	08/12/12	Late News (Sa-Su)	11-1135p						
Start Date	End Date	Weekdays		Spots/Week	Rate						
Week: 08/06/12	08/12/12	----SS		2	\$365.00						
35	3	08/11/12	08/11/12	730-8pm	730-8pm						
Start Date	End Date	Weekdays		Spots/Week	Rate						
Week: 08/06/12	08/12/12	----S-		1	\$95.00						
36	3	08/07/12	08/07/12	NCIS	8-9pm						
Start Date	End Date	Weekdays		Spots/Week	Rate						
Week: 08/06/12	08/12/12	-T-----		2	\$1,470.00						
37	3	08/07/12	08/07/12	Tuesday Prime	9-10pm						
Start Date	End Date	Weekdays		Spots/Week	Rate						
Week: 08/06/12	08/12/12	-T-----		2	\$1,275.00						
38	3	08/07/12	08/07/12	Tuesday Prime	10-11pm						
Start Date	End Date	Weekdays		Spots/Week	Rate						
Week: 08/06/12	08/12/12	-T-----		2	\$980.00						
39	3	08/08/12	08/08/12	Wednesday Prime	10-11pm						
Start Date	End Date	Weekdays		Spots/Week	Rate						
Week: 08/06/12	08/12/12	--W---		2	\$980.00						
E	40	3	08/09/12	08/09/12	Thursday Prime	8-9pm					
Start Date	End Date	Weekdays		Spots/Week	Rate						
Week: 08/06/12	08/12/12	---T---		1	\$1,275.00						
Spot	Ch	Date Range		Description							
1	3	08/06/12-08/12/12		Thursday Prime							
<i>Credited</i>					Start/End Time	Weekdays	Length				
					8-9pm	----Th----	:30				
41	3	08/10/12	08/10/12	Friday Prime	10-11pm						
Start Date	End Date	Weekdays		Spots/Week	Rate						
Week: 08/06/12	08/12/12	----F--		2	\$980.00						
42	3	08/11/12	08/11/12	Saturday Prime	8-9pm						

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Advertiser Obama/D/President	Original Date / Revision 08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12		08/06/12	08/12/12	-----S-				2	\$395.00		
43 3		08/11/12	08/11/12	Saturday Prime	9-10pm		:30			NM	2 \$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12		08/06/12	08/12/12	-----S-				2	\$395.00		
44 3		08/11/12	08/11/12	Saturday Prime	10-11pm		:30			NM	2 \$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12		08/06/12	08/12/12	-----S-				2	\$590.00		
45 3		08/12/12	08/12/12	Sunday Prime	7-8pm		:30			NM	1 \$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12		08/06/12	08/12/12	-----S				1	\$1,275.00		
46 3		08/09/12	08/09/12	Redskins Preseason	4p-1xm		:30			NM	2 \$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12		08/06/12	08/12/12	---T---				2	\$500.00		
47 3		08/09/12	08/10/12	CBS Daytime	1228-3pm		:30			NM	1 \$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12		08/06/12	08/12/12	---TF--				1	\$295.00		
48 3		08/09/12	08/10/12	CBS This Morning	7-9a		:30			NM	1 \$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12		08/06/12	08/12/12	---TF--				1	\$140.00		
E 49 3		08/11/12	08/11/12	Early Show Saturday	9-11am		:30			NM	0 \$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12		08/06/12	08/12/12	-----S-				1	\$100.00		
Spot	Ch	Date Range	Description		Start/End Time	Weekdays	Length		Rate	Type	
1	3	08/06/12-08/12/12	Early Show Saturday		9-11am	-----Sa--	:30		\$100.00	NM	
<i>Credited</i>											

Totals 112 \$41,225.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/13/12	112	\$41,225.00	\$35,041.25
Totals	112	\$41,225.00	\$35,041.25

Signature: _____ **Date:** _____

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